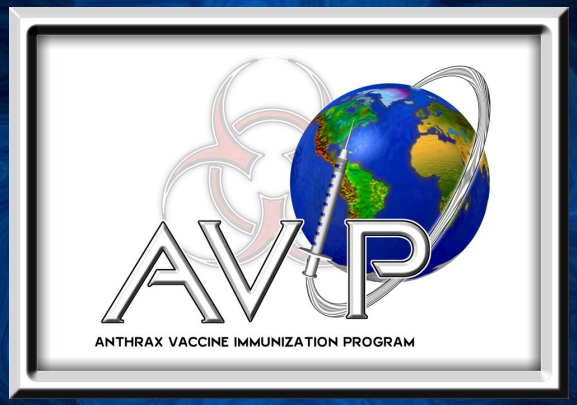
Bringing our Key Messages to the People via the Internet



...because the Threat is Real!

Key Messages

- The Anthrax Threat is Real - represents a grave & urgent danger to U.S. Armed Forces
- Anthrax is as deadly as the Ebola Virus - approaches 100% mortality in unprotected, unvaccinated and untreated individuals
- The United States has a safe and effective vaccine, FDA-licensed, to counter the anthrax threat

ANTHRAX KILLS

VACCINATION PROTECTS

AVIP Information Resources

- Web Site - www.anthrax.osd.mil
- Toll-Free Information Line
  - 1 877 GET-VACC
- Educational Outreach
- E-mail - AVIP@otsg.amedd.army.mil
- Educational Products

ANTHRAX KILLS

VACCINATION PROTECTS

Target Population (Stakeholders)

- Entire Military
- Military Families & Friends
- Emergency Essential DoD Civilians & Contractors
- General Population
- Medical Profession
- Media

ANTHRAX KILLS

VACCINATION PROTECTS

Make the Site accessible to both Military & Civilian Populations

- Public site - access not restricted to .mil domains
- Promote our web address both inside & outside the military

ANTHRAX KILLS

VACCINATION PROTECTS

Web Site Plan

- Design an interactive site that appeals to the 18-24 year old age group, but does not exclude the rest of the military populations
- Offer a balanced counterpoint to ‘opposing’ sites
- Give us a voice in the rapidly evolving electronic media
- Build a 1-stop repository of information about anthrax & the anthrax vaccine

ANTHRAX KILLS

VACCINATION PROTECTS

Dominate keyword searches for anthrax & anthrax vaccine

- Register our site with major search engines & directories
- Modify code to increase our rankings by adding Meta Tags
- Add additional text to our entry pages
- Increase the number of reverse links by identifying military web sites & requesting they link to us

ANTHRAX KILLS

VACCINATION PROTECTS

Search Engine Positions

4 Jan 00

	Anthrax Immunization	Anthrax	Anthrax Vaccine
• AOL Search	6	1	1
• Excite	2	2	1
• Google	1	1	1
• Goto.com	5	3	
• Lycos	5	4	5
• Magellan	1	1	1
• MSN	4	3	
• Netscape	6	1	
• Northern Light		1	1
• Open Directory		9	1 1
• Yahoo (Inktomi)	2	3	
• Yahoo Web Sites	2	1	1

ANTHRAX KILLS

VACCINATION PROTECTS

Web Site Demo

HOME
HOT TOPICS
Reader Mail
The DocuCenter
Policies
Adverse Event Reporting
Related Sites
Pilots
SEARCH
DoD Response to 17 Feb Draft Congressional Oversight Report

ARM YOURSELF AGAINST ANTHRAX

ANTHRAX
VACCINE
HISTORY
FACT
Q & A

Comments or Questions about the AVIP?
Contact us at : AVIP@otsg.amedd.army.mil
Or call TOLL FREE: 1-877-GET VACC
Site last updated: February 14, 2000
CHECK OUT OUR NEW SEARCH UTILITY

Security Notice and External Link Disclaimer...CLICK HERE

ANTHRAX KILLS

VACCINATION PROTECTS

For More Information

- Visit our display at the show
- www.anthrax.osd.mil
- AVIP@otsg.amedd.army.mil
- Toll-free 1 877-GET-VACC

ANTHRAX KILLS

VACCINATION PROTECTS